Understanding and Tapping into Web 2.0

Blogs, RSS, iCal and the New Digital Culture

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The Digital Generation

- Digital natives: people born digital
- Digital immigrants: the rest of us

("Digital Natives, Digital Immigrants" Marc Prensky, 2001)

Digital natives

- IM / text messaging (not email)

- Podcasts (not radio)

- Virtual communities (MySpace, Meetup)

- Social networking and tagging (Flickr, del.icio.us)

- Information on demand

- Non-traditional information sources

Web 2.0: the participatory web

- Users contribute content (blogs, wikis: photo, video, audio, etc.)
- Users add value to existing content (tagging / folksonomies, social bookmarking)
- Users manipulate / repurpose content
- Interactive web
- Web as platform: online applications

(we)Blogs

- Online publishing for the masses
- Real time, really simple
- Free blog hosting & blog tools readily available (Blogger, Wordpress)
- Readers can contribute comments

AADL | BookBlog

Blogs vs. websites

- Don't need to know HTML coding
- Don't need your own web server, web editing software, webmaster . . .
- "push-button publishing" – anyone, anywhere, anytime
- More dynamic than a typical website – dynamic content increases traffic
- Interactive

Syndicating content

- RSS (Really Simple Syndication) e.g., New York Times
- Users can subscribe to content, accessing in different ways (Bloglines, MyYahoo!)
- Users can utilize content in different ways (OLIS)
- Different distribution channels: more views

Personal information portals

Syndication and widgets everywhere!

- Pictures (<u>Flickr</u>)

- Bookmarks (<u>del.icio.us</u>)

- Calendars (iCalendar / ics files - calendar data exchange format)

- People use data and widgets to fit their needs (<u>Google Homepage</u>)

Calendars

- Personal: Yahoo, Google
- Organizational: SocialWeb
  http://www.socialweb.net/
  Free calendar hosting, e.g.
  Mass. Museum Collaborative
  http://www.massmuseums.org/

Web 2.0 and Professional development

- Aggregate content
  - Aggregator: Bloglines
  - PIP: Google, MyYahoo!
  - Find blogs: Internet Public Library
- Social bookmarks: del.icio.us
- Tag searches / trends: Technorati

Web 2.0 and marketing

- New tools to accomplish the same goals
- New tools to reach new users and expand resources for existing users
- New tools enable greater participation

Getting started with Web 2.0

- Subscribe to RSS feeds
- Blog – news, events, book discussions, etc.
- SocialWeb – calendar
- Flickr – photographs
- Podcasts

More Web 2.0

- YouTube: <u>library pr</u>

- Chat reference (or use <u>AskRI.org</u>)

- RSS feeds from the library catalog??? <u>AADL</u>

- Make your browser work for you: get Firefox - <u>www.mozilla.com</u> add extensions/plugins

Library 2.0

- Buzzword or new frontier?
- User centered library: user in control of how and when they get access to services, info
- Not all about technology!
- The Long Tail (Chris Anderson, 2004)

Summary

- Dynamic content
- Opportunities for (asynchronous) interaction
- Information and services available in different formats
- Meet users where they are when they are there

Questions????

Resources

- Internet Public Library: Blogs http://www.ipl.org/div/blogs/ (see books, esp Bookblog)
- Roselle Library: Blogger Book Club http://www.roselle.lib.il.us/
- Blogging Libraries Wiki
- OLIS: Rhodarian, LIS Blogs

More resources

- Do Libraries Matter? The rise of Library 2.0 (Talis)
- Library 2.0 www.squidoo.com/library20/
- The Long Tail, Chris Anderson www.wired.com/wired/archive/12.10/tail.html